



Two Day National Conference on Emerging Trends in Business

Editors

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Dr Mohan S Rao, Dr.S Sreekanth & Mr.Chityala Mahesh

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1. A STUDY ON BRAND PREFERENCE AND REPURCHASE INTENTION MODEL

Dr. Mohan S Rao, Professor
Vishwa Vishwani Institute of Systems & Management

Buyer brand inclination is a fundamental stage towards understanding purchaser decision conduct, and has subsequently always received incredible consideration from advertisers. Notwithstanding, the review of brand inclination has been restricted to customary marketing focusing on utilitarian credits to boost utility. Be that as it may, now the shift to experiential showcasing widens the job of the brand from a heap of traits to encounters. Technological advancements have assisted with expanding the similitudes between brand characteristics and item commoditization. Consequently, consumers can't shape their inclinations among brands using rational credits as it were. They search out brands that make experiences; that interest them in a sensorial, profound and creative way. This study tries to foster a model that gives an understanding of how brand information and brand experience determine brand inclination and to examine its effect on brand repurchase expectation. As needs be, exploratory focus group conversations are utilized trailed by a review of mobile phone clients in Egypt. The findings give bits of knowledge into the relative significance of buyer discernments on various brand knowledge factors in forming brand inclinations. It likewise devils the meaning of consumers' experiential responses towards brands in fostering their image inclinations that in turn impact brand repurchase goal. The model therefore offers chiefs another point of view for areas of strength for building to acquire purchaser inclinations.

2. A STUDY ON THE IMPACT OF BRAND PERSONALITY ON CONSUMER BEHAVIOR

Dr. Anumaganti Prakash Gayathri, Assoc.Professor
Vishwa Vishwani Institute of Systems & Management

The motivation behind this paper is to investigate the impacts of brand character on customer conduct, with an exceptional accentuation on the brand love develop. The point is to develop existing writing in the field of marketing, examining the connection between brand love and brand character through experiential ways to deal with customer conduct.

3. EXPERIENCES OF CONSUMERS' ONLINE CLOTHING PURCHASE INTENTION

Mr. Maruti P, Assoc.Professor
Vishwa Vishwani Institute of Systems & Management

The review intends to experimentally analyze the shoppers' internet based clothing buying conduct utilizing the builds from the innovation acknowledgment model (UTAUT). The mind boggling interrelationships between saw convenience, saw risk, saw delight, and virtual take a stab at (VTO) innovation were investigated utilizing a directed intervention model. Above all, this examination centers around how VTO, one of the every now and again utilized troublesome advances, impacts purchaser conduct. Utilizing an organized review instrument, the information was gathered from 288 millennial respondents and has been investigated utilizing Hayes' Interaction macros. The outcomes uncover that demeanor towards VTO interceded the connection between saw value and social aim of clients to take part in web based shopping. Seen risk (first mediator) adversely directed the connection between saw value and demeanor towards VTO, and saw happiness (second arbitrator) has decidedly directed the connection between saw helpfulness and saw risk and social goal interceded through disposition towards VTO. The hypothetical and pragmatic ramifications were additionally talked about.

4. LITERATURE REVIEW ON COVID-19, CONSUMER BEHAVIOR AND TECHNOLOGY

Dr. Ravi Prakash, Assoc.Professor
Vishwa Vishwani Institute of Systems & Management

The Coronavirus emergency is among the most problematic occasions in ongoing many years. Its significant results have collected the interest of many examinations in different disciplines, including purchaser conduct, in this way justifying a work to audit and organize the writing. Accordingly, this study arranges the information created by 70 Coronavirus and buyer conduct concentrates in the Scopus data set. It utilizes distinct examination, featuring the significance of involving quantitative techniques and China and the US as exploration settings. Co-event examination further recognized different topical groups among the investigations. The information cycle yield purchaser conduct model directed the precise survey, covering a few mental qualities and shopper ways of behaving. In like manner, measures embraced by state run administrations, innovation, and web-based entertainment stand apart as outside factors. In any case, reexamined promoting systems have been arranged toward checking different purchaser gambles. Thus, considering that mechanical and computerized designs mark buyer conduct, firms should consolidate advanced changes in their cycle.

5. THE IMPACT OF CONSUMER PURCHASE BEHAVIOR ON THE SERVICES COMPANIES OVER THE COURSE OF COVID-19

Dr. S Sreekanth, Assoc.Professor
Vishwa Vishwani Institute of Systems & Management

The Coronavirus pandemic has typically affected individuals all over the planet. Buyer buy ways of behaving have accordingly changed extraordinarily, and customer administrations organizations need to change their plans of action to adjust to this change. According to the point of view of customer brain research, this paper investigates the effect of buyer buy conduct shifts over the direction of the pandemic on the plan of action plan of shopper administrations organizations utilizing a delegate study of 1,742 people. Our outcomes show that adjustments of buyer buy conduct essentially affect the plan of purchaser benefits firms' plans of action. In particular, changes in customers' buy item, thought process, and time period are bound to ignite an oddity focused plan of action plan, while changes in buy technique will generally move a productivity focused one. Our discoveries give a hypothetical reference to purchaser administrations organizations in planning plans of action when confronted with surprising emergencies.

6. A STUDY OF JOB SATISFACTION AND ITS EFFECT ON THE PERFORMANCE OF EMPLOYEES WORKING IN PRIVATE SECTOR ORGANIZATIONS, HYDERABAD

Dr. Srihari, Assoc.Professor
Vishwa Vishwani Institute of Systems & Management

The point of the current examination was to concentrate on the impact of occupation fulfillment on the presentation of representatives working in confidential area associations of Hyderabad, Pakistan. For that reason, hundred and eighty representatives ($N = 180$) were chosen as an example from private associations of Hyderabad. An equivalent number of representatives, i.e., ($n = 60$), were chosen through irregular inspecting technique from three kinds of associations, viz., medical clinics, banks, and colleges. A Minnesota Fulfillment Poll (MSQ-short structure) created by Weiss et al. (1967) and a self-developed Exhibition Assessment Structure (PRF) were utilized as instruments for the review. At first, the dependability insights of both the instruments was determined to know the meaning of the scales. As per the discoveries of the review, the sort of occupation has been shown critical relationship with work fulfillment. Likewise, the positive relationship of occupation fulfillment with execution of workers was additionally affirmed. In this manner, closed from the review fulfilled workers were better in execution when contrasted with disappointed representatives, consequently contributing critical job in the elevating of their associations. As there are unsteady financial and political states of Hyderabad, it is along these lines important for each association to make their representatives propelled and fulfilled towards superior execution by embracing various procedures and strategies.

7. A STUDY ON MOTIVATIONAL PATHWAYS FOR AGRICULTURALIST LEARNING BEHAVIOR

Ms. Jyothi Dwivedi, Asst.Professor
Vishwa Vishwani Institute of Systems & Management

Lately, calls for down to earth preparing of horticultural expansion laborers, who show the right blend of abilities for responsiveness to rancher advancing necessities, have heightened. This comes when there is an undeniably developing craving for greater local area drew in African colleges, and in that capacity, making the combination of rural understudies into local area outreach benefits a need. Notwithstanding, exact proof on whether understudy drove effort and preparing models enough answer the mental advancing necessities of host ranchers and resulting inspiration of these ranchers for learning is inadequate. This study utilizes an underlying condition displaying procedure on an example of 283 ranchers who had recently taken part in the understudy to-rancher effort of Gulu College. Results uncover that delightful rancher advancing requirements impacts inherent inspiration, development of learning expectations and rancher learning conduct. Natural inspiration intervenes the connection between fulfilling rancher advancing necessities and the result learning conduct. We reason that wonderful rancher advancing requirements is serious areas of strength for an of persuasive pathways for rancher learning conduct in the understudy to-rancher college outreach. We call for more open supporting of college outreach programs in order to empower not just preparation for producing graduates with the right abilities of responsiveness to local area needs yet additionally cultivating imaginative developments including the two colleges and networks.

8. A STUDY ON EFFECTIVE EMPLOYEE ENGAGEMENT AT WORKPLACE

Mr. Gandhi Prasanth Kumar, Asst.Professor
Vishwa Vishwani Institute of Systems & Management

Indian businesses typically incur a cost of \$350 billion annually from disengaged employees. The objective of this case study was to investigate the communication methods employed by some business leaders to engage their workforce. Four communication business leaders from four South Indian states with at least one year of successful employee engagement experience made up the target audience. The study's conceptual framework was the self-determination theory. Semistructured interviews were led, and the taking part organization's chronicled archives were assembled. A rigorous process of familiarization with the data, data coding, theme development, and theme revision led to the identification of patterns. To ensure the reliability of the findings, member-checking was used to interpret the data. From thematically analyzing the data, prominent themes emerged based on the methodological triangulation of the collected data: a bond between leaders and employees, empowerment of workers, and recognition and rewards.

9. A THEORETICAL APPROACH TO EMPLOYEE RETENTION

M Praneetha, Asst.Professor
Vishwa Vishwani Institute of Systems & Management

The organization faces a difficult problem with employee retention. Strategies for retaining employees were the focus of this study. The company's greatest asset is its workforce. Employee contentment should be a top priority for management if the company wants to keep talented and dedicated employees. Find out what causes employee turnover and find a solution. The study's objective is to demonstrate that employee retention is crucial in this day and age, as well as the consequences that could result if businesses fail to recognize the issue and do nothing to address it right away.

10. A STUDY ON IMPACT OF A WORKPLACE WELLNESS PROGRAM ON EMPLOYEE HEALTH

Mr. Madugula Sai Srikanth, Asst.Professor
Vishwa Vishwani Institute of Systems & Management

Importance In order to cut down on health care costs and improve employee health, employers are increasingly investing in workplace wellness programs. However, little experimental evidence exists regarding these programs' effects.

Design, Setting, and Participants From January 2015 to June 2016, 160 workplaces participated in this clustered randomized trial. Through June 30, 2016, administrative claims and employment data were continuously gathered; information from reviews and biometrics were gathered from July 1, 2016, through August 31, 2016.

Interventions There were 20 treatment worksites chosen at random with 4037 employees and 140 control worksites chosen at random with 28 937 employees, including 20 primary control worksites with 4106 employees. The control workplaces did not receive any wellness programs. Nutrition, exercise, stress management, and other related topics were the focus of eight modules that were delivered by registered dietitians at the treatment sites.

Measures and Main Outcomes Four outcome domains were evaluated. Between 20 intervention and 20 primary control sites, self-reported health and behaviors were measured using surveys (29 outcomes) and clinical health measures were measured using screenings (10 outcomes); Twenty intervention and 140 control sites were compared using administrative data to compare health care spending and utilization (38 outcomes) and employment outcomes (3 outcomes).

Results: There were 32 974 employees, with a mean age of 38.6 [15.2] years (SD); 15 272 women, or 45.9%), the mean participation rate in surveys and screenings was 36.2% to 44.6% (n = 4037 employees) at intervention sites, and it was 34.4% to 43.0% (n = 4106 employees) at primary control sites (mean of 1.3 program modules completed). Two self-reported outcomes had higher rates in the intervention group than in the control group after 18 months: for regularly exercising (69.8% vs. 61.9%; adjusted difference of 8.3 percentage points (95 percent CI: 3.9-12.8); changed P = .03) and for effectively overseeing weight (69.2% versus 54.7%; difference adjusted to 13.6 percentage points (95 percent CI, 7.1-20.2); corrected

P = .02). Other predetermined outcomes were unaffected in any significant way by the program: 27 self-reported health outcomes and behaviors, including self-reported health, quality of sleep, and food choices, 10 clinical health markers, 38 measures of medical and pharmaceutical spending and utilization, and 3 employment outcomes (absenteeism, job performance, and tenure).

11. A STUDY ON FINANCIAL LITERACY AND FINANCIAL BEHAVIOR

Ms.Dodda Swathi, Asst.Professor
Vishwa Vishwani Institute of Systems & Management

Purpose: The primary objective of this study was to determine the connection between financial literacy and financial behavior and the role that financial family socialization played in mediating this connection. The study also focuses on how an employee's personal knowledge of finances and anything they have learned from family socialization will help them make financially sound decisions that will affect them and their family.

Design/methodology/approach: This report's audience consisted of residents of Lahore, Pakistan, who were employed by financial institutions. It was a quantitative cross-sectional study. Primary data were gathered through the use of a thorough questionnaire. 330 people made up the sample; Bank employees were selected through convenience sampling. Using SmartPLS 3.0 and SPSS 23, descriptive analysis, parametric test, reliability test, and correlational examination. are knowledge investigation methods used to infer outcomes in this investigation study.

Results/findings: This investigation produced the following outcomes: 1) Representatives from a variety of socioeconomic groups had identical financial behavior. Financial behavior is strongly correlated with financial education. 2) Family financial socialization moreover shows a colossal positive relationship with financial training and financial conduct. (3) Through family financial socialization, financial education demonstrated a remarkable abnormal impact on financial behavior. 4) Family financial socialization shows fractional intervention between financial proficiency and financial conduct. We can demonstrate that individuals' financial behavior is influenced by both formal and informal financial training.

Originality/value: Using family financial socialization as a mediator and the target population of employees of financial institutions, this study is the first of its kind to examine the relationship between financial literacy and financial behavior.

12. A Study On Financial Literacy And The Need For Financial Education

Mr.Madapathi Shiva Kumar, Asst.Professor
Vishwa Vishwani Institute of Systems & Management

People today are more accountable for their personal finances throughout their lifetimes than ever before. Pension and social welfare systems are under strain as life expectancy rises. Private defined contribution (DC) pension plans are rapidly replacing employer-sponsored defined benefit (DB) pension plans in many nations, shifting retirement savings and investing from employers to employees. Additionally, individuals have experienced shifts in the labor markets. Abilities are turning out to be more basic, prompting uniqueness in compensation between those with an advanced degree, or higher, and those with lower levels of schooling. Technology advancements and new, more complex financial products are simultaneously causing rapid change in the financial markets. The variety of financial products available to individuals today is vastly different from what it was in the past, ranging from student loans to mortgages to credit cards to mutual funds to annuities. Decisions regarding these financial products have implications for an individual's well-being. In addition, the exponential growth of financial technology (fintech) is transforming the way people pay for goods and services, make investment decisions, and seek financial advice. In this specific circumstance, it is essential to comprehend how monetarily proficient individuals are and how much their insight into finance influences their monetary direction.

13. A THEORETICAL APPROACH TO GOODS AND SERVICES TAX

Ms. Arya Pattnaik, Asst.Professor
Vishwa Vishwani Institute of Systems & Management

Labor and products Expense is an aberrant duty which is forced in India to upgrade and support the monetary development of the country. The Goods and Services Tax Bill (GST) has been implemented in the majority of developed nations. However, GST was implemented in India in 1999. The GST model was designed by a committee. However, on July 1, 2017, the Indian government reintroduced GST. There was a great deal of opposition to its implementation. The GST supplanted all the numerous assessments which were taken by state and focal government. Because of this, the phrase "One Nation, One Tax" denotes that there is no additional tax to pay throughout the nation. The effects of GST on India are examined in detail throughout the study. The review gives the bibliometric perception and feeling examination of GST. It was discovered that the government's intention behind implementing the GST was to impose a tax on all citizens and halt the flow of illegal funds. However, it was discovered that many Indian citizens were experiencing difficulties. As a result, it is advised to revisit the structure and maintain a scope for ongoing improvement.

14. MODELING THE ELECTRONIC TRANSACTIONS ACCEPTANCE

Mr. Jayarama Rao, Asst.Professor
Vishwa Vishwani Institute of Systems & Management

The outlook for e-government and e-commerce depends not only on people's acceptance of internet technologies as viable means of transaction but also on their perception of the Web as a trustworthy environment. This led to the development and testing of a comprehensive model that describes the factors that encourage people to accept online transactions. The aim of this study is to combine three concepts with the well-known technology acceptance model (TAM); specifically trust, validity and chance, which are of central significance in foreseeing individual acknowledgment of on-line exchanges.

Three constructs related to e-transactions in Saudi Arabia are the focus of this investigation, which seeks empirical support for an extended TAM. The causal model and the measurement model's reliability and validity were evaluated with the help of structural equation modeling. According to our findings, trust, credibility, and risk all play a significant role in Saudi Arabia's acceptance of online transactions. The model also included general Internet use and four demographic variables to get a wider picture of Saudi Arabia's acceptance of electronic transactions. We hope that this study will help us gain a better understanding of how people behave online in the new e-government and e-commerce environments. With this knowledge, Saudi IT policymakers and decision-makers would be able to solve issues when transitioning to the information society and digital economy.

These findings' implications for management and practice are discussed to boost Saudi Arabia's acceptance of e-commerce and e-government as emerging technologies.

15. A STUDY ON MEASURES OF IMPROVING MOBILE TECHNOLOGY TO MAKE BANKING SERVICES MORE ACCESSIBLE

Ms. Paladugu Suchitra, Asst.Professor
Vishwa Vishwani Institute of Systems & Management

In today's world, numerous businesses communicate with their customers through m-banking systems. The widespread practice of offering customers localized financial services is referred to as "m-banking." Numerous literary works have incorporated m-banking because of its significance to users and banks alike. Consequently, it is essential to utilize the m-banking platform for financial services. The majority of the research in this article is descriptive, looking at common viewpoints, current situations, contemporary strategies, tangible emerging consequences, etc. The primary objective is to evaluate the advantages of this study by looking into the past. The data are being retrieved by conducting a cross-sectional survey about various relevant features by sampling the population because this article analyzes what is existing and is descriptive. The primary objective of this study is to investigate consumer adoption of mobile banking technology. The interrelationship between the values of various variables, including affective commitment (AC), transaction convenience (TC), perceived ease of use (PEU), perceived reliability (PR), pre- and post-benefits (PPB), service, system, and information quality (SSIQ), bank trust (BT), and profitability (P), and the adoption of m-banking by users of banking technology, is based on the values of these variables. By looking at the hypothesis and determining how these various parameters relate to one another, the model is examined. The software known as the Statistical Package for the Social Sciences, or SPSS, is used to implement a straightforward linear regression strategy.

16. A STUDY ON INTRA GROUP CONFLICT AND PSYCHOLOGICAL EXPERIENCE

Mr.Nidamarthi Sridhar, Asst.Professor
Vishwa Vishwani Institute of Systems & Management

The majority of empirical research on group conflict has concentrated on the group as a whole, paying little attention to the different experiences of individuals during conflict—that is, the ways individuals perceive, make sense of, and emotionally experience a conflict episode. This is despite the fact that differences are a key factor driving conflict. Although people process conflict-related information using the same basic cognitive and emotional mechanisms, their individual traits (such as personality, cultural background, beliefs, and motivations, such as orientation toward conflict), as well as past experiences, will affect how they interpret what is happening and how they behave in the conflict that follows. We elaborate on a person's psychological experience of a conflict episode as a process by which individuals make sense of and emotionally experience what is happening, develop attitudes toward others in the group, and exchange and integrate knowledge about the conflict and those involved by drawing on recent work that has taken a multi-level approach to understanding team conflict and related literature in social, cognitive, and personality psychology. We contend that a more nuanced comprehension of the intraindividual experience of conflict yields significant insight into the comprehension of individual conflict behaviour, assisting us in forecasting how individuals will act in conflict circumstances and how conflict episodes will develop. In addition to an agenda, we finish with suggestions for how to act to encourage cooperative behaviour and successful team results.

17. A THEORY OF POLITENESS AND NEGOTIATIONS: EXPERIENCES IN ORGANIZATIONS

Mr.Chityala Mahesh, Asst.Professor
Vishwa Vishwani Institute of Systems & Management

A good negotiation entails extracting the maximum value without insulting and alienating a counterpart (i.e., the negotiator's dilemma). Negotiations are a careful balancing act between cooperation and competition. Therefore, it is remarkable that negotiation academics have largely ignored a crucial aspect of negotiations: the need for "polite" speaking. In this essay, we propose civility as a communication tactic that is essential to resolving the challenge facing the negotiator. Negotiators can make ambitious demands without derailing the conversation by deliberately altering their verbal cues to convey reverence and respect. We provide testable hypotheses on how attempts at polite speech materialize in negotiations, who is especially likely to express them, under what circumstances, and to what effect, starting with an overview of politeness and a survey of the pertinent negotiation literature. We also take into account the circumstances in which this communication tactic destabilizes negotiators. We anticipate that our analysis and thinking will spark more extensive debates about the function of polite speech in negotiation and conversational dynamics.

18. A STUDY ON “CONSENT” A TERM WHICH IS ONLY ON PAPER BUT NOT IN PRACTICE

Ms.Uppala Anusha, Asst.Professor
Vishwa Vishwani Institute of Systems & Management

Many organizational relationships and duties revolve upon consent. Employees agree to a number of conditions of employment, both formally (contractual requirements) and informally (additional tasks, requests from coworkers). But historically, consent has been viewed as a legal issue unconnected to organizational behaviour. In this paper, we present a case for why and how academics of organizational behaviour should investigate consent. We start by reviewing academic research on the definition of consent in law. We contend that the conventional legal framework is an insufficient way to think about permission in companies and ask for a more nuanced framework that combines psychological and philosophical ideas about consent, particularly consent in employer-employee interactions. Then, using three organizational domains (employee surveillance, unreasonable work expectations, and sexual harassment), we analyze how this view of consent relates to standard organizational behaviour issues (autonomy, fairness, and trust). Future directions for the study of consent in organizations are discussed in the conclusion.

19. A STUDY ON DIFFERENCES IN UNDERSTANDING OF PASSION BETWEEN EMPLOYEE AND EMPLOYER

Ms. Joyce Sethu, Asst.Professor
Vishwa Vishwani Institute of Systems & Management

In today's world, it is expected more and more that workers have a love for what they do. Here, we argue that there may be disagreements between employers' and workers' interpretations of passion. More precisely, we contend that although frequently having the best of intentions, employers' emphasis on employee enthusiasm occasionally amounts to normative control and serves as a strategy for achieving desired work results. Employees, on the other hand, could consider their pursuit of their passions primarily as a chance for self-actualization and, as a result, as a means to an end. Employees may struggle to decide which notion of passion—their own or that of their employer—to prioritize when they become aware that these two perspectives on it disagree. Employees may feel accountable for this uncertainty, which increases their desire to find solutions to lessen it, which hinders their ability to perform. We analyze the reasons why employers might not always grasp how their conception of passion might pose problems for workers and look at the issues employers have when seeking to ease the tensions workers feel. Then, we create a study agenda that identifies the essential role managers might play in assisting with employees' uncertainty and how individual, organizational, and cultural variables may contribute to variance in differing understandings of passion.

20. A STUDY ON INCREASING DEMAND FOR HR ANALYTICS IN ORGANIZATIONAL RESEARCH

Mr. P Bhaskar, Asst.Professor
Vishwa Vishwani Institute of Systems & Management

Organizations are evolving as a result of the adoption of new technology and the usage of new data sources, altering employee experiences and necessitating the intervention of organizational researchers. Employees produce enormous amounts of digital data as they go about their regular business. These data have contributed to the emergence of people analytics as a new institutional field of practice by creating previously unheard-of opportunities for researching human behaviour at work when paired with established methodologies and cutting-edge analytical tools. I discuss new organizational phenomena that come along with the use of data and algorithms in this chapter, as well as the developing discipline of people analytics. The way people make decisions and carry out their jobs, communicate with one another and work together, and try to monitor and manage their staff are all being impacted by these behaviours. I provide recent study summaries and new research suggestions in each of these areas. In the developing discipline of computational social science, where disciplinary researchers are using computational tools to analyze a growing collection of digital data while pursuing topics that go deep into the organizational domain, several of these fields interact. To stay at the forefront of research on the future of work, organizational scholars are in a good position to connect organizational and disciplinary developments.

21. A STUDY ON BIO-METRIC INTEGRATION ON SOCIETY

Mr. Metikala Giri Prasad, Asst.Professor
Vishwa Vishwani Institute of Systems & Management

The idea of identification and access has changed throughout time as it has become increasingly crucial to continually identify individuals and give them access to sensitive and classified data and information. Most businesses are affected, particularly multinational corporations that do highly-classified research in the fields of drugs, technology, and power as well as human biology and security. Facial recognition, fingerprints, iris recognition, retina scanners, and voice recognition are the most often used biometrics in a wide range of scenarios and applications. The incorporation of these biometrics has significantly modified several daily activities and has a growing impact on day-to-day existence. This study will discuss potential biometric connections in the future.

22. A STUDY ON ORGANIZATIONAL COMMUNICATION AND EMPLOYEE PRODUCTIVITY

Ms. Deepa Das, Asst.Professor
Vishwa Vishwani Institute of Systems & Management

Only when effective organizational communication is present can an organization be successful. Any conscious decision cannot be made without adequate knowledge and forethought. On organizational communication and employee productivity, there is a wealth of literature. This study examines the impact of efficient internal communication on workers' productivity, though. This study's main focus is on the degree of communication within a business, how employees see communication, and how internal communication affects employees' capacity to do their jobs. In contrast to other studies that simply focused on organizational communication and productivity, the focus of the current study is on the relationship between workers' efficiency in organizational communication and the support of successful communication. Therefore, once an employee understands the value of communication, their productivity soars in the context of organizational communication. When there is a solid line of communication between employees and management, employees feel trusted, which increases their level of productivity.

23. A STUDY ON IMPACT OF TECHNOSTRESS ON ORGANIZATIONAL COMMITMENT

Mallereddy Sowjanya Reddy, Asst.Professor
Vishwa Vishwani Institute of Systems & Management

Technostress, also known as technology-induced stress, results from a person's incapacity to manage or interact with information and communication technologies in a healthy way. The Indian Information Technology (IT) industry, where technical advancements have been most noticeable and frequent, is demonstrating the negative effects of increased work demands caused by the technological environment. The purpose of the current study is to examine how technological stress affects employees' organizational commitment. The Technostress Scale (Westermann, 2017) and the Organizational Commitment Scale wrt Continuance Commitment (Allen & Meyer, 1990) were used in a survey that was given to a sample of 108 workers in the IT industry. Only respondents who worked in Delhi NCR were included in the research. The findings were analyzed using correlation and regression analysis. Findings clearly revealed that Technostress is negatively related to organisational commitment and is also as significant predictor of commitment of employees. Hence, stress caused by Information and Computer Technology (ICT) usage needs to be effectively managed by both employers and employees for continued commitment of employees towards the organisation.

24. A STUDY ON RELATIONSHIP BETWEEN ORGANIZATIONAL STRUCTURE AND ORGANIZATIONAL PERFORMANCE

Ms.Nafiza, Asst.Professor
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The goal of this study is to determine how organizational structure affects manufacturing organizations' operational performance and innovation capability, with innovation capability acting as a moderator. Partial least squares analysis was used to collect data from a survey that 212 medium and large firms in Malaysia completed. Results indicate that innovative potential is positively and significantly impacted by specialization, formalization, informal social ties, and link mechanisms. Additionally, evidence supports the link between operational performance and innovative capabilities. The effects of unofficial social networks and linkages on a firm's capacity for innovation are also favourably moderated by innovation capabilities. Managers of manufacturing companies may improve their organizations' capacity for innovation and operational success by using the study's findings. This study is the first attempt in the organizational structure literature to operationalize innovation capability and operational performance using a multidimensional concept. Furthermore, this study also extends the literature by testing the moderating effect of the innovative culture.

25. RELATIONSHIP BETWEEN INFORMATION TECHNOLOGY AND ORGANIZATIONAL STRUCTURES

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Organizational structure is not solely determined by information technology; neither is it. There is interdependence between the variables. In this century, organizations must use information technology. The topic of what impact technology may have on organizations and their structure is raised by the evolution of information technologies across time. This research explores the theoretical concerns that highlight the significance of technical tools, as well as the perspectives and practices that organizations have adopted over time. It also looks at the links between organizational structure and information technology that are technological, organizational, and interactive. The study comes to the conclusion that information technologies affect organizational structure through centralization and decentralization, authority and control, space of control, change in organizational level, departmental structure, and decision-making process.



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